



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

## Contract # 103524

**Schedule Dates** 10/24/12-10/30/12  
**Advertiser** American Crossroads (8176)  
**Agency** Crossroads Media (3465)  
**Product** Political/Issues (1129)  
**Brand** political issue (13047)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** Ramsey, Noelle  
**Phone/Fax** /  
**CPE** 11/27/1257  
**Account Types** National/Spot Agency  
**Billing Type** Standard  
**Comments** American Crossroads

**Date Entered** 10/19/12  
**Last Modified** 10/19/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07914300  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$19,935.00  
**Net Total** \$112,965.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Oct. 2012	47	\$82,500.00
Nov. 2012	27	\$50,400.00
<b>Grand Total:</b>	<b>74</b>	<b>\$132,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	12:37A- 1:37A (EST)	1			X					1	\$400.00	\$400.00	WBNS-TV (WBNS)	LATE SHOW W/ CRAIG	10/19/12
2.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	12:37A- 1:37A (EST)	1				X				1	\$400.00	\$400.00	WBNS-TV (WBNS)	LATE SHOW W/ CRAIG	10/19/12
3.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	12:37A- 1:37A (EST)	1					X			1	\$400.00	\$400.00	WBNS-TV (WBNS)	LATE SHOW W/ CRAIG	10/19/12
4.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	12:37A- 1:37A (EST)	1	X							1	\$400.00	\$400.00	WBNS-TV (WBNS)	LATE SHOW W/ CRAIG	10/19/12
5.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	12:37A- 1:37A (EST)	1		X						1	\$400.00	\$400.00	WBNS-TV (WBNS)	LATE SHOW W/ CRAIG	10/19/12
6.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	4:58A- 6:56A (EST)	1						X		1	\$600.00	\$600.00	WBNS-TV (WBNS)	10TV NEWS HD SAT AM	10/19/12
7.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	11:35P- 12A (EST)	1							X	1	\$900.00	\$900.00	WBNS-TV (WBNS)	WALL TO WALL SPORTS	10/19/12
8.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	11:58A- 12:30P (EST)	1			X					1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NEWS HD @ NOON	10/19/12
9.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	11:58A- 12:30P (EST)	1				X				1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NEWS HD @ NOON	10/19/12
10.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	11:58A- 12:30P (EST)	1					X			1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NEWS HD @ NOON	10/19/12
11.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	11:58A- 12:30P (EST)	1	X							1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NEWS HD @ NOON	10/19/12
12.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	11:58A- 12:30P (EST)	1		X						1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NEWS HD @ NOON	10/19/12
13.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	1A- 2A (EST)	1						X		1	\$400.00	\$400.00	WBNS-TV (WBNS)	CSI: MIAMI	10/19/12
14.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	6:57A- 9A (EST)	1						X		1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	CBS THIS MORNING SAT	10/19/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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**Salesperson** Philadelphia Office, Philly (1680)  
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**Phone/Fax** /  
**CPE** 11/27/1257  
**Account Types** National/Spot Agency  
**Billing Type** Standard  
**Comments** American Crossroads

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**Last Modified** 10/19/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07914300  
**Demo**  
**Order Type** Normal  
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15.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	8:58A- 9:55A (EST)	1			X					1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	LIVE WITH KELLY	10/19/12
16.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	8:58A- 9:55A (EST)	1				X				1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	LIVE WITH KELLY	10/19/12
17.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	8:58A- 9:55A (EST)	1					X			1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	LIVE WITH KELLY	10/19/12
18.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	8:58A- 9:55A (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	LIVE WITH KELLY	10/19/12
19.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	8:58A- 9:55A (EST)	1		X						1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	LIVE WITH KELLY	10/19/12
20.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	11:35P- 12:37A (EST)	1			X					1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	L.SHOW W/LETTERMAN	10/19/12
21.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	11:35P- 12:37A (EST)	1				X				1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	L.SHOW W/LETTERMAN	10/19/12
22.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	11:35P- 12:37A (EST)	1					X			1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	L.SHOW W/LETTERMAN	10/19/12
23.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	11:35P- 12:37A (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	L.SHOW W/LETTERMAN	10/19/12
24.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	11:35P- 12:37A (EST)	1		X						1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	L.SHOW W/LETTERMAN	10/19/12
25.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	5A- 5:55A (EST)	1			X					1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	10TV NEWS HD @ 5A	10/19/12
26.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	5A- 5:55A (EST)	1				X				1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	10TV NEWS HD @ 5A	10/19/12
27.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	5A- 5:55A (EST)	1					X			1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	10TV NEWS HD @ 5A	10/19/12
28.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	5A- 5:55A (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	10TV NEWS HD @ 5A	10/19/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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**Brand** political issue (13047)  
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**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** Ramsey, Noelle  
**Phone/Fax** /  
**CPE** 11/27/1257  
**Account Types** National/Spot Agency  
**Billing Type** Standard  
**Comments** American Crossroads

**Date Entered** 10/19/12  
**Last Modified** 10/19/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07914300  
**Demo**  
**Order Type** Normal  
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**Commission %** 15.00  
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29.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	5A- 5:55A (EST)	1		X						1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	10TV NEWS HD @ 5A	10/19/12
30.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	4:25A- 4:58A (EST)	1			X					1	\$400.00	\$400.00	WBNS-TV (WBNS)	10TV HD NEWS @ 430A	10/19/12
31.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	4:25A- 4:58A (EST)	1				X				1	\$400.00	\$400.00	WBNS-TV (WBNS)	10TV HD NEWS @ 430A	10/19/12
32.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	4:25A- 4:58A (EST)	1					X			1	\$400.00	\$400.00	WBNS-TV (WBNS)	10TV HD NEWS @ 430A	10/19/12
33.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	4:25A- 4:58A (EST)	1	X							1	\$400.00	\$400.00	WBNS-TV (WBNS)	10TV HD NEWS @ 430A	10/19/12
34.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	4:25A- 4:58A (EST)	1		X						1	\$400.00	\$400.00	WBNS-TV (WBNS)	10TV HD NEWS @ 430A	10/19/12
35.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	8:58A- 10:30A (EST)	1							X	1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	CBS SUNDAY MORNING	10/19/12
36.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	5:57A- 7A (EST)	1			X					1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NEWS HD @ 6A	10/19/12
37.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	5:57A- 7A (EST)	1				X				1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NEWS HD @ 6A	10/19/12
38.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	5:57A- 7A (EST)	1					X			1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NEWS HD @ 6A	10/19/12
39.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	5:57A- 7A (EST)	1	X							1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NEWS HD @ 6A	10/19/12
40.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	5:57A- 7A (EST)	1		X						1	\$1,800.00	\$1,800.00	WBNS-TV (WBNS)	10TV NEWS HD @ 6A	10/19/12
41.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	5P- 6P (EST)	1			X					1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	10TV NEWS HD @ 5PM	10/19/12
42.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	5P- 6P (EST)	1				X				1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	10TV NEWS HD @ 5PM	10/19/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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**Entered By** Kathy Sparks  
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	5P- 6P (EST)	1					X			1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	10TV NEWS HD @ 5PM	10/19/12
44.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	5P- 6P (EST)	1	X							1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	10TV NEWS HD @ 5PM	10/19/12
45.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	5P- 6P (EST)	1		X						1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	10TV NEWS HD @ 5PM	10/19/12
46.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	3:58P- 5P (EST)	1			X					1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. OZ	10/19/12
47.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	3:58P- 5P (EST)	1				X				1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. OZ	10/19/12
48.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	3:58P- 5P (EST)	1					X			1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. OZ	10/19/12
49.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	3:58P- 5P (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. OZ	10/19/12
50.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	3:58P- 5P (EST)	1		X						1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. OZ	10/19/12
51.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	3P- 3:55P (EST)	1			X					1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. PHIL	10/19/12
52.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	3P- 3:55P (EST)	1				X				1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. PHIL	10/19/12
53.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	3P- 3:55P (EST)	1					X			1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. PHIL	10/19/12
54.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	3P- 3:55P (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. PHIL	10/19/12
55.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	3P- 3:55P (EST)	1		X						1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	DR. PHIL	10/19/12
56.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	6P- 6:30P (EST)	1			X					1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @ 6PM	10/19/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

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57.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	6P- 6:30P (EST)	1				X				1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @ 6PM	10/19/12
58.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	6P- 6:30P (EST)	1					X			1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @ 6PM	10/19/12
59.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	6P- 6:30P (EST)	1	X							1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @ 6PM	10/19/12
60.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	6P- 6:30P (EST)	1		X						1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @ 6PM	10/19/12
61.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	8A- 8:55A (EST)	1			X					1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	10/19/12
62.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	8A- 8:55A (EST)	1				X				1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	10/19/12
63.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	8A- 8:55A (EST)	1					X			1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	10/19/12
64.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	8A- 8:55A (EST)	1	X							1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	10/19/12
65.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	8A- 8:55A (EST)	1		X						1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	10/19/12
66.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	6:05P- 6:57P (EST)	1							X	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @ 630P SUN	10/19/12
67.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	9P- 10P (EST)	1								1	\$5,000.00	\$5,000.00	WBNS-TV (WBNS)	NEWS LOS ANGELES	10/19/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

## Contract # 103524

Schedule Dates 10/24/12-10/30/12  
Advertiser American Crossroads (8176)  
Agency Crossroads Media (3465)  
Product Political/Issues (1129)  
Brand political issue (13047)  
Salesperson Philadelphia Office, Philly (1680)  
Sales Office Eagle Television/Philadelphia Office  
Buyer Name Ramsey, Noelle  
Phone/Fax /  
CPE 11/27/1257  
Account Types National/Spot Agency  
Billing Type Standard  
Comments American Crossroads

Date Entered 10/19/12  
Last Modified 10/19/12  
Entered By Kathy Sparks  
CO-OP No  
Headline # ECR07914300  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$19,935.00  
Net Total \$112,965.00  
Sales Tax

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Oct. 2012	47	\$82,500.00
Nov. 2012	27	\$50,400.00
<b>Grand Total:</b>	<b>74</b>	<b>\$132,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
68.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	11P- 11:35P (EST)	1			X					1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @11P	10/19/12
69.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	11P- 11:35P (EST)	1				X				1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @11P	10/19/12
70.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	11P- 11:35P (EST)	1					X			1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @11P	10/19/12
71.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	11P- 11:35P (EST)	1						X		1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @11P	10/19/12
72.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	11P- 11:35P (EST)	1							X	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @11P	10/19/12
73.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	11P- 11:35P (EST)	1	X							1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @11P	10/19/12
74.0	Normal Line / SPOT	10/30/12-10/30/12	2	:30	11P- 11:35P (EST)	1		X						1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	10TV NEWS HD @11P	10/19/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."